

An article would be written by the Agency or a freelancer to focus on Marlboro's sponsorship of tournaments on each coast and the rapid growth of soccer in the United States.

Marlboro Forum

A major event in the campaign would be a forum in an appropriate New York City location (a midtown hotel or club) the Tuesday before the Giants Stadium event. The event would be called: Marlboro Forum - The State of American Soccer.

Panelists would include the U.S. National Team coach; two national team players, one a veteran professional and the other a recent college graduate; a prominent local amateur coach; a representative from Marlboro, and a moderator, perhaps Clive Toye.

Soccer media from the tri-state area, including those from national publications such as Sports Illustrated, USA Today, and The New York Times, would be invited to participate.

Marlboro signage would be prominently displayed.

The format would be to have an open discussion of the state of soccer in this country, what problems it faces and where it is going.

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The timing would be ideal. It would come several days before the final Marlboro Cup, highlighting the tournament itself. It would be a month before the start of the Olympics, for which the U.S. would have qualified for the first time in 16 years. And it would be shortly after a decision has been made on the American bid to host the 1994 World Cup.

The forum would be aimed at generating major columns by major soccer writers, but it could also be used to make significant announcements about the World Cup.

Calendar

This program is designed to generate a continuing stream of publicity for the four tournaments and American soccer from December through the end of August.

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The schedule would include:

December

- Press conference in Miami Dec. 1 announcing tournaments, dates for Miami, and Marlboro support of U.S. World Cup bid.
- Second press conference Dec. 17 to announce Miami teams.

January

- Press conference to announce specifics of San Antonio tournament.
- Work on writing and placing inflight airline magazine article for July publication.

February

- Generate publicity in South Florida for Miami tournament and coaching clinic in area.

March

- Play Miami tournament.
- Generate local publicity for tournament and coaching clinic in San Antonio.

April

- Play San Antonio tournament.

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May

- Conduct Giants Stadium press conference late in month to announce Team USA's participation.
- Have press conference in Los Angeles early in month to announce tournament information.

June

- Generate publicity on Marlboro sponsorship of World Cup bid in business and trade publications.

July

- Generate stories in Los Angeles and New York on upcoming tournaments.

August

- Hold coaching clinics in Los Angeles and New York
- Conduct press forum in New York.
- Have pre-tournament press conferences in both cities, followed by actual tournaments.

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### MARLBORO SOCCER PRESENTATION

<u>OBJECTIVES</u>	<u>AUDIENCES</u>	<u>STRATEGIES</u>	<u>TACTICS</u>
To position Marlboro as the leading supporter of soccer in the United States on the local, national and international levels.	Young male Hispanics. General population, specifically males and females, 18-34. Soccer and sports media.	Conduct press conferences in four Marlboro Soccer Cup cities. Tie in Marlboro Soccer Cup to United States National Team and its participation in the 1988 Olympics and the American bid to host 1994 World Cup.	Localize programs for individual markets to reflect difference in teams and audiences.
To generate publicity in local and national media for the four Marlboro Soccer Cup tournaments and for the sport of soccer in the United States.		Publicize coaching clinics for Hispanic market in each of the four locales in conjunction with tournaments.	Conduct two press conferences for each event, one two to three months in advance and other during week of tournament.
To build and increase awareness of Marlboro's support of soccer, especially in the Hispanic communities.		Generate local and national publicity opportunities throughout the nine-month period from December through August.	Work closely with local Hispanic media and soccer clubs to publicize coaching clinics.
		Utilize two national spokespersons, one for the Anglo market and one for the Hispanic market.	Promote Team USA heavily in Miami and New York markets, tying their participation into Olympics.
			Utilize strong contacts in major media to generate publicity nationally.
			Promote Los Angeles and New York tournaments in airline in-flight publications.
			Conduct Marlboro Forum in New York for open discussion of soccer in the United States, tied in to Olympic and World Cup efforts.
			Train and utilize national spokespersons in press conferences and one-on-one interviews.

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MARLBORO SKI CHALLENGE PRESENTATION

OBJECTIVES

- To create greater awareness of Marlboro Ski Challenge among skiers and retail sports outlets.
- To create programs at various ski resorts to expand an already strong base.

AUDIENCE

- Young adults, male and female, 18-34.

STRATEGIES

- Produce printed materials - maps and pamphlets - for wide distribution among ski shops, retail sporting goods stores.
- Conduct pre-season skiing demonstrations in four major markets - New York, Boston, Los Angeles, and Denver - to generate media interest.
- Conduct celebrity and media days in conjunction with special days at various resorts.
- Involve ski resorts in actively promoting and publicizing Marlboro Ski Challenge.

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-- Create season-long competition at each site with prominently-displayed "Leader Boards" updated on a regular basis.

TACTICS

The Marlboro Ski Challenge has been a popular attraction at various resorts, but little is known about it among the large skiing public.

Pamphlets/Poster

To increase awareness, the Agency would create two printed pieces - a large colorful poster/map and a small pamphlet for distribution among retail outlets and for ski clubs throughout the Northeast, West Coast, and Rocky Mountain states.

The pamphlets would contain a small map with resorts involved in the Marlboro Ski Challenge starred; a listing of those resorts, including telephone numbers and other appropriate general information; and information on the Ski Challenge.

The pamphlets would be for in-store distribution to the public.

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The poster/map would be for display in the same retail outlets and for mail and/or in-store procurement with appropriate redemption (for instance, two cigarette packs, plus postage and handling by mail).

The poster/map should be a bright, colorful item that skiers would want to post on their walls.

National Spokesperson

Moose Barrows is an excellent spokesperson for the Marlboro Ski Challenge whose talents should be increasingly utilized to generate media attention for the event.

A four-city ski demonstration could be organized for pre-ski season (October, November). The demonstrations would be held in a large bar or club, with members of local ski clubs invited.

At the event, Barrows could give a demonstration of ski techniques while promoting the various Marlboro Ski Challenges. Prominent Marlboro signage would be displayed and pamphlets and posters distributed to participants.

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While these demonstrations would be aimed at skiers, they should also have appeal to the media. A ski demonstration in Los Angeles in October, for instance, would be unique and likely to draw television attention.

In addition, we would attempt to book interviews for Moose with broadcast and print media in each of these markets.

Local Cooperation

A key to publicizing the Challenge is the active participation of the resorts themselves. Among the ways they could help are:

- Notifying the Agency far in advance of special days at their resorts, such as milestone anniversaries of their opening, annual festivals, etc., so that media/celebrity Ski Challenge competitions can be planned.
  
- Obtaining photographs of celebrities competing in the Challenge and sending them to appropriate media or to the Agency for distribution. The Agency would prepare a guide to assist the Marlboro Ski Challenge coordinator at each resort in generating publicity for the Challenge.

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-- A Marlboro Ski Challenge Leader Board could be constructed for each site to post, on a daily basis, the best times of the month or season. The board would be broken down into male and female by three age categories (under 25, 25 to 34, 35 and over) and list the top three in each category.

-- Top times should be maintained and sent on a monthly basis to the Agency and to the affiliates, along with the leaders' hometowns for localized press releases (hometowns and resort area media). At the end of season similar releases would be generated and distributed nationally.

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#### MARLBORO SKI CHALLENGE

<u>OBJECTIVES</u>	<u>AUDIENCE</u>	<u>STRATEGIES</u>	<u>TACTICS</u>
To create greater awareness of Marlboro Ski Challenge among skiers, retail sports outlets, and the national media.	Young adults, male and female, 18-34.	Produce maps and pamphlets for wide distribution among skiing public.  Conduct pre-season skiing demonstrations in key markets to generate media interest.	Produce and distribute informational pamphlets among ski shops, sporting goods stores and ski clubs throughout the Northeast, West Coast, and Rocky Mountains states.
To create programs at various ski resorts to expand an already strong base.		Conduct special events at various resorts.  Involve ski resorts in actively promoting and publicizing Marlboro Ski Challenge.  Create season-long competition at each site.	Have colorful poster/maps available for redemption at ski shops and by mail.  Work with local resorts to create and publicize Challenge events in conjunction with special activities.  Utilize Moose Barrows as national spokesperson to conduct off-season demonstrations in New York, Boston, Los Angeles, and Denver to generate media attention.  Prepare guide to assist Marlboro Ski Challenge coordinators in publicizing local activities.  Publicize leaders, in six categories, at each resort by displaying "Leader Boards" and producing localized press releases on monthly basis.

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1988 MARLBORO/SPORTING NEWS AWARD

OVERVIEW

The Marlboro/Sporting News Player of the Year and Rookie of the Year Awards have become a football tradition. Since 1957, Marlboro has collaborated with the Sporting News to recognize the Player and the Rookie with the most outstanding individual performances.

Despite the longstanding tradition and history of the award, the promotion received little publicity until last year. In 1987, our Agency and Marlboro brought the Player and Rookie of the Year to New York City for a luncheon and press briefing with New York sports writers and broadcasters. The luncheon generated excellent publicity including major articles in The New York Times, New York Newsday, the New York Daily News and UPI, all with credit for the Marlboro/Sporting News Award.

Building on the success of last year's award, the 1988 Marlboro Sporting News Award has the potential to generate even more publicity on the national and local level.

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OBJECTIVE

Generate maximum local and national publicity for the Marlboro/Sporting News Award.

TACTICS

Announcement

The Sporting News currently plans to announce the Player and Rookie of the year in late January, most likely before the Super Bowl on January 31. To get the maximum impact of the announcement, we will work with the Sporting News to coordinate the timing of the press release and announcement.

Press Luncheon/Media Day

We recommend that the Marlboro/Sporting News Player and Rookie of the Year be brought to New York City for a press luncheon with key sports writers and broadcasters and a series of one-on-one interviews during the rest of the day.

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Timing

The luncheon/media day should be held as soon after the Superbowl as possible to capitalize on the media's interest in football. We recommend Wednesday, February 3, or Thursday, February 4 as optimum dates pending players' availability. If these dates are not feasible, February 9, 10 or 11 would also work well.

Location

The Sports Bar and Restuarant, where the luncheon took place last year, was a very good location to hold this event. The restaurant was relatively convenient for the media, the facility is large and attractive and their video capability allowed us to show exciting footage. The management was also very cooperative. In addition, there's a continuity to using the same location - this could become the annual Marlboro/Sporting News Luncheon.

The other location that could be appropriate and would be more elegant is the '21' Club. The Agency will research the availability of both places for this event.

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Format

Last year's luncheon ran very smoothly and we recommend a similar format for this year. The luncheon should begin with cocktails and be followed by a sit-down luncheon, brief award ceremony, a question and answer period and then one-on-one interviews with both players.

Media

All New York area football writers, columnists, wire services, television and radio media will be invited to the luncheon.

One-on-One Interviews

In addition to having a press luncheon for the Player and Rookie of the Year, we recommend that one-on-one interviews be set up for both players with major New York and national media. The outlets we recommend approaching include (but are not limited to):

Madison Square Garden Network  
Cable News Network  
Late Night with David Letterman  
Good Morning America or TODAY Show  
Live at Five or The Morning Show  
ESPN

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Press Kit

As we have done in the past, the Agency will write a press kit on the Marlboro/Sporting News Award. The kit will be distributed at the media luncheon and mailed to football writers and other key sports media around the country. The kit will include:

- o Biography on Player of the Year
- o Biography on Rookie of the Year
- o History of Marlboro/Sporting News Award
- o List of past recipients
- o Photos of Player and Rookie of the Year

Regional Publicity

To extend publicity on this award, we recommend that the affiliates be used to disseminate press kits and any other pertinent information to their local media, particularly to the hometowns of the two recipients.

In addition, photos from the Award Luncheon and any interesting notes and quotes can be sent to the affiliates for distribution.

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PARLIAMENT

OVERVIEW

Launched in the early 1950's, the Parliament cigarette brand is one of the very few successful Philip Morris U.S.A. brands with no promotion history. Due in part to a new and highly effective advertising campaign, the brand is experiencing a growth surge among younger (18 - 35 age) consumers, and brand management feels the time is right for a unique promotion in a test market.

The event would be owned by Philip Morris, have good visual impact and the opportunity for sampling, hospitality and a tie-in to retail, such as a point of purchase aspect or sweepstakes. The event would occur in the summer of 1988 to tie in with the sales push.

The advertising campaign focuses around the theme "the perfect recess," and features relaxing and often upscale leisure activities. Using a play on words, "recess" also refers to the unique feature about the cigarettes, a recessed filter. A variety of blue and purple hues are used in the ads to tie in with the blue packaging, which customers indicate they are happy with.

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TARGET AUDIENCE

- Female consumers age 45 and up who are generally white but who also include some Hispanics.
- Parliament smokers have some college education and fall in the mid- to upper-income brackets.
- Geographic concentration is in the New York metropolitan area.
- As indicated above, the brand is growing in popularity among younger (18 - 35 age) consumers.

OBJECTIVE

- Create a promotional event for the Parliament brand to maximize publicity on a local, regional and national level in the New York or Boston metropolitan area.

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STRATEGIES

- position the promotion to reach new brand consumers while not alienating the more traditional brand audience.
- reinforce the connection of Parliament's "the perfect recess" theme to the promotion.
- extend the promotion to retail as much as possible.
- develop an event which has the potential to expand to other markets if successful.

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TACTICS

Hot Air Ballooning

The phenomenon of hot air balloons has fascinated the public for many years and continues to do so. Ballooning is perceived as a relaxing, upscale event, but not without its share of excitement. Ballooning events always draw media cameras and crowds, and there tend to be fewer ballooning events (but no less interest) in the Northeast as opposed to the Southwest or Southeast. It is also considered safe to smoke in and around hot air balloons as opposed to gas balloons.

The Parliament Hot Air Balloon Fest

An all-day hot air balloon fest accompanied by live music and a picnic is an ideal promotion for Parliament. The event would take place in the New York City metropolitan area and would feature either a short-distance race from one point to another (Battery Park to Liberty State Island for example) with festivities at the finish site, or a centrally located series of balloon events and competitions (at the Meadowlands for example). People would be encouraged to attend a summer picnic centered around balloon festivities with relaxing live music appealing to the target audience (for example James Taylor, Dan Fogelberg or Carly Simon -- artists who would appeal to the younger audience as well as the traditional older target market). In addition, the outdoor setting would be ideal for mass sampling. Parliament would own the event.

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Organization

DPN has contacts with hot air balloon specialists and has done extensive additional research on how to organize such an event. July is the most flyable month of the year in the Northeast for hot air balloons, and is appropriate for the Parliament promotion as it coincides with the planned summer sales push.

Internationally known and respected balloon pilot and builder, Brian Boland (biography attached), would orchestrate the entire event for Parliament. Mr. Boland would supply the Parliament balloon and as many others as are necessary for competition (DPN suggests 5 to 10) along with pilots. The balloons are individually created and are bright and colorful.

Competition/Events

A race from one point to another, as mentioned above, would be the ideal event, however, it would have to be a short distance since the balloons cannot be precisely steered. Mr. Boland is also well connected with the bureaucratic process in getting permission to land, take off or inflate hot air balloons on New York City property.

Another option would be to conduct a series of small races (500 yards or so) or accuracy oriented contests, such as landing closest to a target site. (One successful balloon race in North Carolina has keys to a Rolls Royce on top of a tall pole, and pilots race to be the first to grab the keys. This event gets much local and national media coverage.)

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Publicity

The publicity potential for such an event is enormous. Parliament would have the option to go as far as creating their own balloon (blue with the Parliament logo) or have signage draped on the gondolas of each balloon. Additional signage would be on the entertainment performance stage. Media trained pilots would also be willing to give sponsor credit in interviews. Mr. Boland, renowned in his field, has extensive media experience and would be a good draw for local and national print and broadcast interviews prior to and after the event.

In addition, celebrities such as balloon enthusiasts Malcolm Forbes and Elizabeth Taylor would be invited to enhance media coverage.

Parliament Press Headquarters/Hospitality

The Parliament balloon would serve as press headquarters or hospitality. Interviews would be arranged from the balloon and backgrounders on the pilots and fact sheets on the history of ballooning, among other press materials, would be available. Refreshments would also be served from this area.

In addition to the Parliament Balloon Fest, the Parliament balloon would travel to other balloon races and events and serve as a press hospitality location. The balloon would have information on ballooning and upcoming events as well as distribute samples.

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## First Trans-Atlantic Hot Air Balloon Flight

The summer of 1988 marks the 10th anniversary of the first trans-Atlantic hot air balloon flight. This could tie-in nicely with feature articles as well as a video news release.

**Video News Release**

Since the public is so fascinated by the concept and nostalgia surrounding hot air ballooning, a two-to-three minute video news release on the history of ballooning (including the first trans-Atlantic flight mentioned above) would be an excellent way to extend the promotion throughout the year in a number of markets. The feature would include subtle video coverage of the Parliament event with signage and could even garner publicity overseas.

## Program Expansion

In future years, if the event is successful, it is a promotion which could be expanded to other markets. A cross-country tour of balloons reaching key markets could easily be organized.

In addition, Mr. Boland is a noted builder of hot air ships, which are similar to hot air balloons, however, they can be steered in particular directions. In upcoming years Parliament might want to consider a cross-country tour of a hot air ship, which also has great publicity potential.

# The Washington Post

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SUNDAY, SEPTEMBER 6, 1987

Horizon bridge, rebuilt, will open 3A  
local railroads gain market share  
water rights, India's economy - OPEC

The Washington Post

## OUTLOOK

Commentary and Opinion

George F. Will

### They Go Where the Wind Blows

A brief history of ballooning for children (and adults).

ASPEN, Colo.—By September, when sunshines has bleached all marks previously made by schooling on children, parents seek ways to insinuate education into entertainment. Thus the three Will children recently found themselves hanging beneath a hot-air balloon in a wicker basket so small they could not dodge a little learning.

Ballooning, like riding and sailing, requires collaboration between the individual and natural forces. Except for propane bursts from the propane tanks, balloonists experience a silence more pure than that of a meadow. And there is the luxurious dependence on wind. It is luxuriant because it removes the burden of decision: you go where the wind tends. Best of all, ballooning gives you an opportunity to dictate to a captive audience.

Ballooning is a booming pastime, as it would be (say I, as the children's eyes begin to glaze) in the Constitu-

tion's bicentennial summer. Ballooning captured the Founders' imagination as an expression of freedom. John Jay, Benjamin Franklin, John Adams and his son John Quincy saw some of the earliest balloonists while negotiating the Treaty of Paris in 1783.

George Washington, a better president than meteorologist, anticipated a day when "our friends at Paris will come flying through the air instead of ploughing the ocean."

At first, would-be balloonists believed it was smoke itself, not heat, that pushed ashes up chimneys, so they fueled fires beneath balloons with old shoes and rotten meat. Then when they got their physics straight, they had a moral problem to solve.

In 1783, a balloon made a sheep, a duck and a rooster the planet's first travelers. Louis XVI, who was a bit pre-Miranda in his thinking, wanted to send up a criminal, in case flight

proved unhealthy for humans. However, a marquis convinced the king that the honor of succeeding where Icarus had failed belonged to the gently born.

So on Nov. 21, 1783, two gentlemen made mankind's first flight, rising from the Bois de Boulogne in front of Louis, Marie, Antoinette, and 400,000 others—approximately the population of Paris. Two years later, in a balloon using "flammable air"—hydrogen—one of the two gentlemen became the first person to die in an air crash.

On June 24, 1784, Edward Warren, a 13-year-old Baltimorean, went aloft in a tethered balloon, thereby becoming the first American to take flight from the Republic's soil. It is not recorded if he also was the first American air traveler to have his luggage lost.

As the balloon floats over elk herds



on the mountain slopes below, the children, fascinated by the physics, enthralled by the history and awed by the beauty, pepper father with questions: When is breakfast? Where is breakfast? What is for breakfast? To the undisguised dismay of the children, their questions elicit yet another freshet of information from father.

He says that it is a tradition to have wine and food at the end of a balloon voyage. The tradition reflects the fact that when early balloons, belching smoke, landed unannounced on farmers' fields, the farmers often concluded,

not unreasonably, that the balloons were Satan's devices.

The farmer attacked the balloons, and sometimes the balloonists, with pitchforks. So balloonists carried food and drink with which to appease the farmers.

Such is mankind's inclination to put all inventions at the disposal of Mars that even the silent, graceful balloon has been pressed into war service. Balloons were used for surveillance of enemy lines during the Civil War. They were used for getting passengers and mail in and out of Paris when the city was besieged by the German army in 1870.

Furthermore (a word that causes the children to slouch in anticipation of still more information), in late 1944 and early 1945 the Japanese launched thousands of bomb-carrying gas balloons high into the jet stream over Japan. Only 285 made the 6,000-mile

voyage, scattering along the coast of the United States and Mexico. On May 8, 1945, six Oregonians discovered one and became the only people killed on American soil by enemy action in the Second World War.

Warming to his theme, father is about to explain the cultural importance of the fact that until construction of the Eiffel Tower, balloonists were the only people who had seen a city from higher than the highest rooftop. But father subsides, knowing that all information bounces harmlessly off the invisible shells that surround children in summer, protecting them from mental improvention.

However, if around Labor Day you labor your children with information, they may regard school as a refuge where teaching is at least not attempted by a parent, who is supposed to be a friend and so should not do that.

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BRIAN J. BOLAND  
BIOGRAPHY

Brian Boland was born REDACTED While at Pratt Institute in 1970, Mr. Boland engaged in a creative thesis option and designed, built and flew his first hot-air balloon, a 38,000-cu.-ft. affair, the "Phoenix." From 1970 to 1977, Brian taught at the School for the Deaf in New York City, the Black Hawk Mountain School of Art in Colorado and in the Art/Photography department at Farmington High School in Connecticut. His interest and involvement in lighter-than-air vehicles and their locomotion grew during this period, and he built many homemade hot-air balloon systems and began writing about his discoveries for various publications.

In 1974, having already built seven balloons, REDACTED

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embarked upon designing and building their 140,000-cu.-ft. hot-air airship, the Albatross. The Albatross was first inflated and flown in October 1975. Experimentation with balloon-building ideas covered a range of aerostats from 110,000 cu. ft. down to incredibly small, ultra-lightweight, backpackable AX-1, AX-2 and AX-3's, using various materials and design options. During 1978, the Bolands took their ultra-lightweight, small, compact, insulated balloon systems to a point above and beyond. Building five balloons incorporating triple-skinned envelopes in the upper hemisphere to slow heat loss, they set new world records in hot-air balloons for altitude, distance and duration for categories AX-1, and AX-3.

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On August 26, 1978, Mr. Boland officially flew a 21,000-cu.-ft. AX-3 hot-air balloon for three hours, 46 minutes, a distance of 57.3 km., topping previous world records of two hours, 50 minutes and 22.75 km. On November 1, 1978, he flew the same balloon to an altitude of 15,231 feet, surpassing the former record for an AX-3 of 9,770 feet msl.

Mr. Boland has built 30 experimental hot-air balloons and airships, has logged over 1,300 hours flying in them since 1970, has made seven ballooning trips through Great Britain and Europe and has flown over much of the U.S.A. In 1978, the Bolands were unanimously nominated for the Montgolfier Diploma for Achievements in Hot-Air Balloons as a result of winning 18 national and world records.

A lifetime BFA member (Balloon Federation of America), Mr. Boland serves as a correspondent and columnist for the Ballooning Journal and writes occasionally for the Aerostat, Buoyant Flight, Inside the Control Car, CBAN, Aerostation and Sport Aviation.

Brian's Boland Balloons has built and sold balloon systems in the United States and in Europe, both for corporate and private use. In addition to operating the first New England FAA-certified repair station and repairing and inspecting all makes of balloons, Mr. Boland continues to conjure up new and exciting projects in pursuit of better thermal, lighter-than-air conveyances.

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TRADE PUBLICITY

In addition to publicizing each of the event promotions to the national consumer media, our agency will continue our efforts to generate publicity for all Philip Morris U.S.A. brands within the trade media. We have extensive contacts among the marketing, business and advertising trades, and we will continue to keep these important media up-to-date on appropriate Philip Morris activities. Our efforts will specifically include publicity for:

New Product Introductions

Releases will be drafted and disseminated to the appropriate tobacco, marketing, advertising and business publications on behalf of new brand introductions and new advertising campaigns.

Promotions

Our agency will develop and implement campaigns to publicize annual promotions such as the Virginia Slims Book of Days as well as any new brand promotions among the trade and consumer media.

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Event Promotions

We will work with the tobacco and marketing trades to publicize various aspects of each of the Philip Morris event promotions. Retail promotions, sweepstakes activity and other promotional activities will be publicized to the appropriate trade publications, through regular news releases and photos. In addition, we will continue to service the key industry trades that pertain to each promotion with news, photos and other materials relating to the specific event.

Trade Shows (FMI)

When Philip Morris U.S.A. highlights event promotions at a trade show such as the Food Marketing Institute Trade Show, we will develop a publicity campaign to generate the maximum trade as well as local and national publicity. We will develop a press kit and arrange interviews for each of the Philip Morris celebrities, as well as for key executives.

All Activity

In addition to these specific areas, our Agency will attempt to develop methods of publicizing any and all activities that Philip Morris is involved in. As soon as a promotion is planned, we would like to get involved in assessing the publicity value of the new project and developing a campaign to generate exposure.

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DOREMUS PORTER NOVELLI

It helps to have a well-known name. And ours is. When three already respected agencies - Doremus Public Relations, Needham Porter Novelli and Richard Weiner, Inc. - joined forces to become Doremus Porter Novelli (DPN), we became the international public relations agency of the Omnicom Group. And, one of the largest public relations firms in the country.

In today's marketplace, however, having a well-known name isn't enough. You have to deliver results. Among the media and among business decisionmakers. Among legislatures and community groups. Among consumers and conventiongoers. Results across the nation and around the world. And we do.

When it comes to consumer products, public affairs, crisis management, corporate, financial, special events and other key areas of public relations, we get the job done. Effectively, efficiently and with real impact. On time and within budget.

We're seasoned professionals with years of experience. Everything we do - from news releases to comprehensive campaigns - has a strategy behind it. A strategy based on

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timely, solid marketing research. A strategy to segment audiences and target messages. A strategy to deliver the desired results in the most creative and cost-effective way.

The public relations business is booming. We believe it is because public relations is the most valuable dollar-for-dollar investment an organization can make in reaching its marketing, corporate, financial and public affairs goals.

Doremus Porter Novelli has offices in New York, Washington, D.C., Boston, Chicago, Los Angeles and San Francisco. We have affiliates in all other major U.S. markets. Abroad, we have offices in London, Amsterdam and Milan, with affiliates in other European cities and in Hong Kong, Tokyo and Australia.

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DOREMUS PORTER NOVELLI NEW YORK

Doremus Porter Novelli New York specializes in promoting and publicizing products and services. To achieve significant publicity in influential media, we start with research and planning to develop a positioning strategy as our basic platform. We then create promotions, projects, special events and marketing-oriented campaigns that reach out to the news media and their audiences in an exciting manner.

Our staff consists of working publicists with a superior knowledge of the media. We are adept at determining the kinds of communications outlets that are most effective in achieving client goals, whether opening new markets or increasing consumer exposure. In developing all public relations programs, we are conscious of the two-directional nature of communications, combining the public's interest with our clients'.

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Creativity is a principal element in every program we develop. Each is unique and custom designed according to client needs. Our services include marketing research, sales promotion, special events and materials production (booklets, pamphlets, brochures, newsletters). An in-house group of designers, writers and graphics experts provides clients with items ranging from publicity reprints to annual reports and other extensive projects, including producing exhibits and sales meetings.

Our account teams are supported by a Reference and Research Department, specialized writers and other experts, including our Broadcast Services Department. In addition to setting up media tours and working with local and network radio and TV programs, this Department produces video and audio news releases, video conferences, radio station contests and other projects, as well as communications coaching and media training.

The New York staff (over 100 people) includes executives with outstanding public relations and journalism backgrounds. Richard Weiner, president of the Division, is the author of seven public relations text and reference books, including "Professional's Guide to Public Relations Services" and "Professional's Guide to Publicity," which is used by more than 50 colleges. He also lectures on public relations as a marketing technique and teaches one of the few public relations courses offered in the country to MBA candidates (at Fordham University Graduate School of Business Administration).

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## Research



**DPN research  
underlies our program  
development and  
improves  
effectiveness.**

At Doremus Porter Novelli, marketing research underlies our strategy development and is integrated throughout our public relations efforts. DPN research managers are involved at each step of the problem-solving process.

Unlike virtually all other public relations agencies, we have research departments in each of our offices, staffed with trained professionals. They do not double in other capacities; their sole responsibility is public relations research.



Research contributes to our clients' public relations successes by:

- identifying and defining the right audiences;
- providing the framework for strategies and positioning for issues, products, services and organizations;
- helping identify message concepts and refining executions; and
- tracking progress and measuring program effectiveness.

Marketing communications efforts are usually difficult to assess and public relations programs present especially challenging problems. To meet this need, DPN has developed and employs a comprehensive research approach designed *specifically* for public relations programs. We call this DPN system

PRESS (Public Relations Evaluation Support Services). PRESS measures performance and results at each stage of the public relations process: planning, development, implementation and assessment.

PRESS builds upon traditional qualitative and quantitative research techniques including focus groups, in-depth interviews, telephone and mail surveys, central location interviews and test markets of various designs. However, these are uniquely applied to address the special qualities of public relations programs, such as limited budgets, narrowly defined audiences (e.g., CEOs, legislators, the media) and the vast array of communication tactics and channels.

Many of our PRESS services draw upon our extensive on-line computer databases including NEXIS, Dialogue, Mediemark Research, Inc., Nielsen, Arbitron, Mendelsohn Media Research, Roper and Prizm.

DPN also utilizes an exclusive annual lifestyle survey among 6,000 consumers for our clients' use. This national survey provides over 10 years of trendline data on consumer attitudes, interests, opinions, purchase habits and media use. It is an ideal database for audience segmentation and profiling. Unlike generic segmentation models (e.g., VALS) that can only assign a

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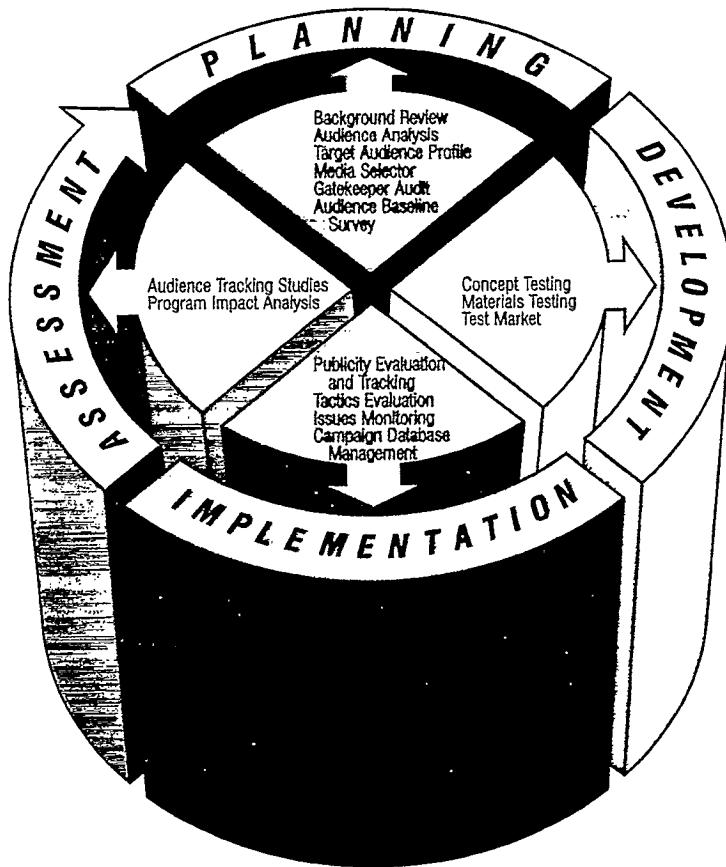
pre-existing segment to represent a target audience, DPN can create a *custom* segment that is based upon our clients' products, service or issues.

Another innovative PRESS service is publicity evaluation and tracking, based on our computerized clipping analysis. Most clipping analyses are restricted to measures of gross circulation. The DPN method assesses reach against specific

target audiences and also generates a "quality" measure. This assesses the effectiveness of media placements, based upon criteria pre-determined by the client.

Doremus Porter Novelli offers its clients state-of-the-art public relations research with one goal in mind — improving overall program effectiveness to achieve client objectives.

#### **DPN's Public Relations Evaluation Support Services (PRESS)**



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